

LEO BURNETT U.S.A.

a division of Leo Burnett Worldwide, Inc.

Ad No. 509—WINFIELD BOUND-EP—JW—Reg. No. 72941—Page 4 of 10—(8 1/2 x 11 1/4 inches)—Specials (Winfield) Magazine, 1991

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Printed in U.S.A.

A cowboy wearing a white hat, a pink shirt, and a brown vest is riding a brown horse. He is holding a coiled lasso in his right hand and a cigarette in his mouth. The background is a blurred natural setting. The word "Marlboro" is printed in large, white, serif font across the top of the image. In the bottom right corner, there are two packs of Marlboro cigarettes: a red pack labeled "Marlboro" and a gold pack labeled "Marlboro 100's".

Marlboro

Advertencia: El Cirujano General Ha Determinado Que Fumar Cigarrillos Es Peligroso Para Su Salud.

17 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Dec 79



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